### TAKE IT OR LEAVE IT' PRICE IN THE LEATHER MARKET

Large Demand Prevailing-Busiest Holiday Season in Ten Years-White Stock for Women's Shoes Popular.

are not large enough to give any anxiety as to their final distributions and the state of the year in the last week of the year in the supply of rubber are the tennis, bathing and other athletic shoes, now being bought for Southern trips by the consumer and for summer stock by the the close of 1915 brought id, compared with any other retailer.

During Christmas week snowed the entire country north of the parallel, with the exception of the

leave it" price prevails, as the slush and mud left in its wake made the wearing of overshoes necessary. The

consumer and for summer stock by the

year for the past ten year for the past ten been more than busy, han the other weeks of the it. In many of the emanagement and the the management and the company of the share for the s

Description of the distribution of the distributio weather has been for seam styles, such as gypsy cuts, are tar

> There ought not to be an idle man in the United States for years to come.-Frank A. Vanderlip.

## **OUTLOOK IN DYES** MORE ENCOURAGING

U. S. Now Producing at Rate of 15,000 Tons Per

increase that the other week of the service of the processing it. In many of the other week of the processing it. In many of the other week of the processing it. In many of the other week of the processing it. In many of the other week of the processing it. In many of the other week of the processing it. In many of the other week of the processing it. In many of the other week of the processing it. In many of the other week of the processing it. In the proce

ment of an American dyestum industry is apparent.

"The manufacture of coal tar crudes in this country has assumed large proportions, states Dr. Norton, the author of the report, but owing to the great demand for such products in the manufacture of explosives the dye works have not had the supplies they needed. Nevertheless, there are now seventeen firms engaged in manufacturing intermediates and twicks firms are turning out the

emaged in manufacturing intermediates and tweive firms are turning out the finished dyes. One of the features of the bureau's report is an up to date list of the firms engaged in these lines.

"It is Dr. Norton's opinion that the United States is to have a permanent dyestuff industry. The textile and allied industries, he says, are united in the determination that the country shall not again be exposed to such a famine as it With the very beginning of the war in Europe—practically with the firing of the first gun at Liege—American manufacturers began to realize the seriousness of the dye situation. When the war, if necessary. Most of the companies engaged in manufacturing coal tar compounds are planning to continue again be exposed to such a famine as it war started it was impossible for German factories to ship their usual quantities of dyes over here, because the

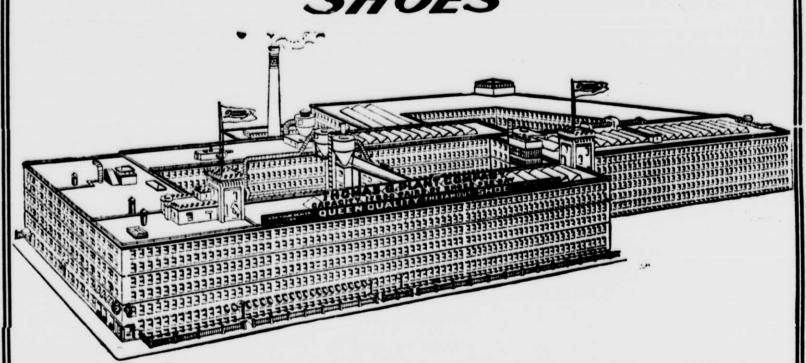
Says J. J. Hill.

J. Hill says that the reason for

the big gain in the Great Northern's gross revenue is because of the improving lumber trade, the heavy grain movement and the general business prosper-ity. The 1914 carnings with which com-parisons were made, however, were far below those of 1913, and this makes the showing for the present year better than it really is. Mr. Hill believes that 65 per cent. of last year's wheat crop in the Northwest has now been moved, and does not look for much new railroad

# The HOME of the FAMOUS





The largest and most complete plant in the world making women's fine shoes exclusively. Comprising a floor space of 15 acres where a loyal army of 5.000 employees daily produce 17,000 pairs of these world-famous women's shoes.

From a very small beginning to the acknowledged leadership in their field, in the short space of twenty years, required an exceptional product. You will agree with us there are "A Thousand Reasons Why" you should wear them.

Sold at

The Queen Quality Boot Shop

32 West 34th St.

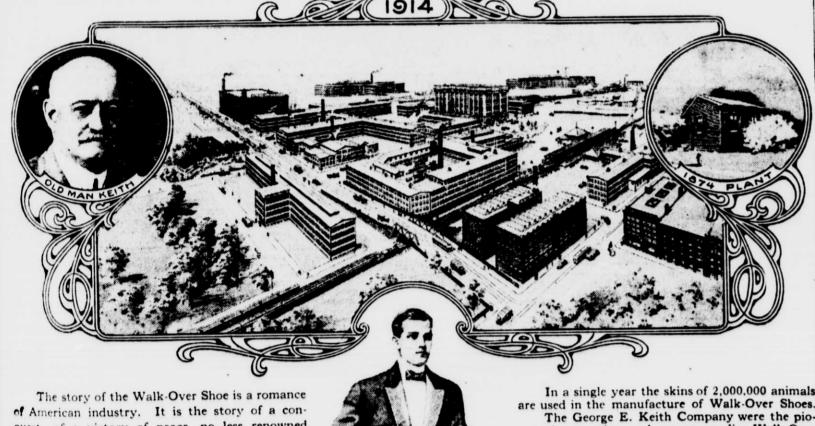
Thomas G. Plant Company

**NEW YORK** 

**BOSTON** 

CHICAGO

## The Romance of the Walk-Over Shoe-



quest of a victory of peace, no less renowned than one of war.

Forty years ago last July George E. Keith, a man with a vision, laid the foundations for the great Walk-Over enterprise. The beginnings were unpretentious, even humble. A single room in a one-story frame building was the first factory. The entire investment was \$1,000. But the sales in the first year were twenty times that sum, the product of a manufacturing force of ten, including those who also acted as salesmen.

Something else besides industry was put into the first Walk-Over Shoes, just as there is now. That something else was a high purpose and faith. The high purpose was to produce the very best shoe that could be made. And the faith was established upon the fundamental principle that quality will be recognized.

So, when the fortieth anniversary of the Walk-Over Shoe was celebrated last July, this is the record that was written:

The business had grown from a single room to great factories in six industrial centres.

The ten employes, whose names constituted the original payroll, have multiplied until the weekly payroll was \$75,000. The sales had grown from \$20,000 in the first year to an

annual average of \$14,000,000. These figures are so large that they become confusing, but, when combined with others, they become a little more easily understood. It is easy, for instance, to imagine 1,200 hidesthey represent the daily output of sole leather alone.

In a single year the skins of 2,000,000 animals

The George E. Keith Company were the pioneers in exporting, and are now sending Walk-Over Shoes to 102 countries. They were the first to require exclusive shops in large foreign cities. In Petrograd, London, Paris and Buenos Aires there are stores where no other shoes than Walk-Overs are sold.

And the quality of the Walk-Over product has won worldwide recognition. The award of the Grand Prize at the Panama-Pacific Exposition was but one of a series of exposition triumphs. At Paris and St. Louis the Grand Prize was awarded to the Geo, E. Keith Company, and the same is true of every international expo-

sition where the firm has had an exhibit. There are Walk-Over factories in Campello (Brockton), Mass., where the main plant is situated; at Boston, East Weymouth, Middleboro, North Adams, Massachusetts, and at Rochester, N. Y.

These factories occupy thirty-one acres. Many of the employes are veterans in the service. At the fortieth anniversary celebration, there were 109 who had been with Mr. Keith for more than a quarter of a century.

Their share in the upbuilding of the Walk-Over enterprise has been generously appreciated by Mr. Keith. He belongs to the new order of employers who recognize the interdependence of capital and labor. The welfare of the Walk-Over plant has always been a distinguishing feature. When Mr. Keith was casting about for the most fitting way in which to observe the fortieth anniversary of the business he decided upon the gift of an athletic field for his employes. The field is completely equipped for all-year sports and there is a perfectly appointed clubhouse in connection with it

Employers who have experienced labor troubles would profit

by a visit to the Walk-Over plant and a study of the methods of mantgement in vogue there.

Mr. E. J. Bliss, President of the Regal Shoe Company, says: "The Battle Cry of Peace is PREPARE FOR PROSPERITY!"

WAR EXPORTS OF \$1,000,000 DAILY lermans Also Believed to Get Some Munitions. rest Increase Noted in Cargoos fo Scandinavias Ports. IG JUMP IN FREIGH TRAFFIC IN OCTOBEI o Is General, Greatest in the East. ord Car Merement as the M POSTAL REVENUES GAIN.

EW ENGLAND BUSINESS AS SHOWN BY BANK CLEARINGS

REMINGTON RIVAL REPORTED

# IT'S HERE!

The country is alive with business—the North, the South, the East and the West have

their coats off, are doing a bigger business than has ever been known. Cotton is booming. Crops are tremendous. Exports are increasing.

Deposits are multiplying. Banks are bulging with money Loans are enormous in volume. Railways are pressed beyond capacity.
Packing houses work three shifts a day. Copper is a million tons behind orders. Woolen mills are unequal to the demand. Steel works are running twenty-four hours. New England Factories are working overtime.

THE REGAL SHOE COMPANY counts the pulse beats of prosperity by the daily records of sales in its stores located in every section of the country-from the mills of the East to the mines of the West; from the fields of the North to the plantations of the

For the six months ending January 1st, the increased volume of business in all REGAL STORES was the greatest in a QUARTER OF A CENTURY.

When hostilities cease on the other side a world-wide revolution in trade is predicted, and we should be prepared to meet the attack of any commercial invasion.

It is just as necessary to prepare for prosperity as it is to prepare for war. Captains of American Industry must plan NOW to win the industrial battles for the trade of the world, and make that prosperity permanent.

We do not advocate taking advantage of the misfortune of Europe. BUT how are we helping the desolation abroad by disregarding the prosperity at home?

We anticipated a business boom last summer and we were ready to take advantage of it. This is not war prosperity with us—the sales that swelled our Autumn volume were all made in our American stores to the American public. AND WE ARE PREPARED TO SERVE YOU NOW.

## Regal Shoe Company

Twenty Stores in Greater New York

BROOKLYN

257 Fulton St.

10512 Fulton St.

1466 Fifth Ave. NEWARK, N. J.